

**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 VII**  
**Detailed**  
**Syllabus**

<b>SEMESTER – VII (Honours)</b>							
<b>SL. No.</b>	<b>Category</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	DSC-15	BBATTMC701	Eco-Tourism	4	1	0	5
2	DSC-16	BBATTMC702	Tour Package Operations	4	1	0	5
3	DSC-17	BBATTMC703	TOURISM MARKET IN INDIA– PROSEPECTS AND CHALLENGES	3	1	0	4
4	MINOR-10		Any one from Minor Basket (Computer)	3	1	0	4
5	MINOR-11		Any one from Minor Basket (Computer)	3	1	0	4

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<b>Course: Eco-Tourism</b>	
<b>Course Code: BBATTMC701</b>	<b>Semester: VII</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>	Understand the concept, principles, and importance of eco-tourism in sustainable development.
<b>2</b>	Identify key ecological, cultural, and socio-economic components of eco-tourism.
<b>3</b>	Evaluate the environmental and community impact of eco-tourism initiatives.
<b>4</b>	Explore planning, policy, and management practices in eco-tourism.
<b>5</b>	Promote responsible travel behaviour and support community-based eco-tourism models.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Define and explain core concepts and types of eco-tourism.	U1
<b>CO 2</b>	Identify major eco-tourism destinations in India and globally with their ecological significance.	U2
<b>CO 3</b>	Evaluate the environmental, cultural, and economic impacts of eco-tourism practices.	U3
<b>CO 4</b>	Concept of national and international agencies	U4
<b>CO 5</b>	Develop eco-tourism itineraries and promote responsible travel through case-based learning.	U5

**Learning Outcome/Skills:**

Upon completion of this course, students will be able to understand the fundamental concepts, trends, and principles of eco-tourism, and differentiate it from mass tourism while evaluating its environmental and socio-cultural impacts. They will be equipped to identify various ecotourism resources and destinations, both in India and internationally, through case studies. Learners will analyze the role of community participation, stakeholder engagement, and carrying capacity in sustainable tourism development. They will gain insight into the contributions of national and international organizations such as UNWTO, TIES, UNDP, and WWF in promoting eco-friendly tourism. Additionally, students will comprehend guidelines for planning and implementing responsible and alternative tourism practices, ensuring eco-friendly facilities and the inclusion of government, developers, visitors, and host communities in maintaining sustainability.

<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>13</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>17</b>	<b>25</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>13</b>	<b>10</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>15</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>17</b>	<b>25</b>	<b>1,2,3</b>	<b>NA</b>
	<b>75</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BBATTMC701</b>	
<b>Course:</b>	<b>Eco-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>Introduction to Eco-Tourism</b> Definition, Trends and function of ecotourism, Key principles and objectives Mass Tourism Vs Eco tourist, Ecotourism Activities & Impacts Typology of Eco-tourists, Key steps to maintain tourism Eco-Friendly	<b>13</b>
<b>Unit-II</b>	<b>Eco-Tourism Resources and Destinations</b> Natural resources: national parks, wildlife sanctuaries, biosphere reserves, Tiger reserves, Wetlands, Coral reefs, Desert ecotourism Major eco-tourism destinations in India Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderbans Eco tourism Project, Corbett National park, Kruger national park, South Africa	<b>17</b>
<b>Unit-III</b>	<b>Socio-Cultural Impacts and participation of host community</b> Positive and negative impacts of eco-tourism Carrying capacity- concept, types, impacts in destination Stakeholder Engagement - Community Participation -Types of Participation	<b>13</b>
<b>Unit-IV</b>	<b>Role of National and International Agencies</b> Ecotourism Development Agencies- Role of the International Ecotourism Society – the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India	<b>15</b>
<b>Unit-V</b>	<b>Guidelines for ecotourism development</b> (Alternative & Responsible Tourism ) Ecotourism development - Sustainable Ecotourism. Resource Management, Socio-economic Development, Planning and Implementation. Eco-friendly Facilities and Amenities. Alternative Tourism & Responsible ecotourism- Ecotourism Programming Guidelines for ecotourism development for— ---- Government ---- Developers and operators ---- Visitors ---- Host population Eco safe practices	<b>17</b>
<b>Total:</b>		<b>75</b>

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**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	<b>"Ecotourism Development in India: Communities, Capital and Conservation"</b>	M. Reddy <i>Publisher: Cambridge Scholars Publishing</i>
2	<b>"Eco-Tourism and Sustainable Development"</b>	Dr. A.K. Bhattacharya <i>Publisher: Kanishka Publishers, India</i>
3	<b>"Ecotourism"</b>	David Weaver <i>Publisher: Wiley</i>
4	<b>"Sustainable Tourism: Theory and Practice"</b>	T. Weaver <i>Publisher: Routledge</i>
5	<b>"Nature Tourism: Managing for the Environment,</b>	Martha Honey & Donald E. Hawkins <i>Publisher: Island Press</i>

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<b>Course: Tour Package Operations</b>	
<b>Course code: BBATTMC702</b>	<b>Semester: VII</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>	Understand the concept and structure of tour packages in the travel and tourism industry.
<b>2</b>	Learn the types of packages, pricing strategies, and components involved in package creation.
<b>3</b>	Acquire skills in designing and operating domestic and international tour packages.
<b>4</b>	Understand the role of tour operators, travel agents, and suppliers in package execution.
<b>5</b>	Gain insights into documentation, legalities, and quality management in package operations.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Define and differentiate various types of tour packages and their components.	U1
<b>CO 2</b>	Explain the roles and responsibilities of stakeholders in the package tour ecosystem.	U2
<b>CO 3</b>	Develop cost-effective and customer-centric domestic and international tour packages.	U3
<b>CO 4</b>	Apply operational procedures, pricing strategies, and vendor coordination in package execution.	U4
<b>CO 5</b>	Evaluate legal, logistical, and quality aspects in the successful delivery of tour packages.	U5

**Learning Outcome/Skills:**

Upon successful completion of this course, students will be able to understand the fundamentals of tour package operations, including the definition, types, components, and design process of tour packages, as well as the advantages and limitations of tailor-made tours. They will develop the ability to plan and evaluate product-oriented and special interest tours, identify major tourist circuits in India, and prepare suitable itineraries for inbound, outbound, and domestic travel. Learners will gain practical skills in calculating tour costs, preparing cost sheets, quotations, and applying pricing strategies, commissions, and service charges. They will also be equipped to handle essential tour operation documentation such as hotel and airline vouchers, pax dockets, AGT statements, and understand the importance of communication and credit cards in reservation and cancellation processes. Additionally, students will comprehend the roles, responsibilities, and professional conduct expected from tour guides and escorts, enhancing their ability to manage and deliver quality travel experiences.

<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>13</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>12</b>	<b>15</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>17</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>18</b>	<b>25</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>15</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>75</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BBATTMC702</b>	
<b>Course:</b>	<b>Tour Package Operations</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>Introduction to Tour Package Operations</b> Definition, Types and forms of package tours Components of a tour package Factors influence in tour package designing Steps in tour package designing Advantages and limitations of tailor-made tour packages	<b>13</b>
<b>Unit-II</b>	<b>Product-Oriented Package Tours and Special Interest Tours</b> Overview of product-oriented package tours Special interest tours and their significance Tourist circuits -concept, major circuit tours in India	<b>12</b>
<b>Unit-III</b>	<b>Itinerary Preparation</b> Itinerary preparation for inbound, outbound, domestic and common interest tours. Factors affecting in tour costs Components of tour costs- Tour cost sheet- Confidential tariff- Pricing of tour- Different Do's and don'ts of itinerary preparations Costing of tour packages, pricing strategies Preparing quotation, Commissions, markup, service charges, and other remuneration for tour operations	<b>17</b>
<b>Unit-IV</b>	<b>Tour Operation Documentation</b> Hotel and airline vouchers Pax docket and daily sales record AGT statements Communication for reservation and cancellation Importance and significance of credit cards in tour operations	<b>18</b>
<b>Unit-V</b>	<b>Tour Guiding and Escorts</b> Definition, role and qualities of a tour guide Definition, Functions and responsibilities of a tour escort Code of conduct for tour guides and escorts	<b>15</b>
	<b>Total:</b>	<b>75</b>



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**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	<b>"Tourism Operations and Management"</b>	Sunetra Roday, Archana Biwal & Vandana Joshi  <b>Publisher:</b> Oxford University Press (India)
2	<b>"Travel Agency and Tour Operations: Concepts and Principles"</b>	Jagmohan Negi  <b>Publisher:</b> Kanishka Publishers, India
3	<b>"Tour Packaging and Operation Management"</b>	Jitendra Mohan Mishra  <b>Publisher:</b> Wisdom Publications
4	<b>"Travel and Tour Operations: Concepts and Principles"</b>	A.K. Bhatia  <b>Publisher:</b> Sterling Publishers
5	<b>"The Business of Tourism"</b>	Chris Cooper, John Fletcher, Alan Fyall, David Gilbert & Stephen Wanhill  <b>Publisher:</b> Pearson Education

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<b>Course: TOURISM MARKET IN INDIA-PROSPECTS AND CHALLENGES</b>	
<b>Course Code: BBATTMC703</b>	<b>Semester: VII</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
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

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	To introduce students to the concept, characteristics, and classification of tourism products and attractions in India.	
<b>2</b>	To provide an in-depth understanding of India's major tourist circuits such as the Golden Triangle and their significance in tourism development.	
<b>3</b>	To familiarize students with important pilgrimage centers across India and their cultural and religious importance.	
<b>4</b>	To explore the scope and potential of adventure, rural, eco, and special interest tourism in different regions of India.	
<b>5</b>	To develop an understanding of the challenges and prospects of the Indian tourism market in promoting sustainable tourism practices.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Identify and describe the key tourism products and attractions of India, including natural, cultural, and adventure-based sites.	U1
<b>CO 2</b>	Analyze the tourism potential of major circuits like the Golden Triangle and important pilgrimage destinations across India.	U2
<b>CO 3</b>	Evaluate the role of pilgrimage tourism in promoting India's cultural and spiritual heritage.	U3

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<b>CO 4</b>	Demonstrate knowledge of adventure and special interest tourism such as trekking, water sports, and off-road travel routes.	U4
<b>CO 5</b>	Assess the current challenges and future prospects of tourism development in India with a focus on sustainability and regional growth.	U5

**Learning Outcome/Skills:**

After completing this course, students will understand the diverse tourism products and attractions of India, including natural, cultural, and adventure tourism. They will gain knowledge of major tourist circuits such as the Golden Triangle and important pilgrimage centers across different regions. Students will develop the ability to analyze the prospects and challenges of India's tourism market. They will enhance their skills in planning, promoting, and managing tourism activities sustainably. The course will also help them build professional competence in designing and presenting tour packages highlighting India's rich heritage and diversity.

<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>BBATTMC703</b>	
<b>Course:</b>	<b>TOURISM MARKET IN INDIA-PROSEPECTS AND CHALLENGES</b> <b>Credits: 4.0</b>	
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	Tourism Products & Attraction: characteristics of tourism products, Tourism product,;classifications, natural, cultural, religious, adventure, events, rural and eco tourism, Special interest tourism.	<b>12</b>
<b>Unit-II</b>	Golden Triangle: Tourist attractions in and around Delhi, Agra and Jaipur	<b>10</b>
<b>Unit-III</b>	Major Pilgrimage Centres (Northern India): Vishno Devi, Haridwar & Rishikesh, Badrinath, Kedarnath, Gomukh,Yamunotri, Golden temple,Amritsar	<b>14</b>
<b>Unit-IV</b>	Major Pilgrimage Centres in Varanasi, Ayodhya, Gaya, Sarnath, Bodh Gaya, Lumbini, Kushinagar,Rajgir	<b>14</b>
<b>Unit-V</b>	Major Pilgrimage Centres (Southern & Western India): Shirdi, Tirupati, Madurai, Rameshwaram, Somnath,Dwarka Major Pilgrimage Centres (Eastern India):Puri, Kalighat, Kamakhya, Trekking routes : Uttarakhand, Himachal Pradesh and J & K, Sikkim, Western Ghats. Water Sports: Goa , Off road drives: Jaisalmer, Ladakh, Gujarat	<b>10</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	Indian Cultural Heritage Perspective for Tourism	P.K. Mishra
2	Indian Tourism: Diaspora Perspectives	Nimit Chowdhary, Suman Billa & Pinaz Tiwari.
3	Tourism in India: Marketing Perspectives	Saurabh Kumar Dixit

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**Semester VII**  
**Detailed**  
**Syllabus**

<b>SEMESTER – VII (Honours with research)</b>							
<b>SL. No.</b>	<b>Category</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	DSC-15	BBATTMC701	Eco-Tourism	4	1	0	5
2	DSC-16	BBATTMC702	Tour Package Operations	4	1	0	5
3	DSC-17	BBATTMCR703	Research Methodology	3	1	0	4
4	MINOR-10		Any one from Minor Basket (Computer)	3	1	0	4
5	MINOR-11		Any one from Minor Basket (Computer)	3	1	0	4

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<b>Course: Eco-Tourism</b>	
<b>Course Code: BBATTMC701</b>	<b>Semester: VII</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>	Understand the concept, principles, and importance of eco-tourism in sustainable development.
<b>2</b>	Identify key ecological, cultural, and socio-economic components of eco-tourism.
<b>3</b>	Evaluate the environmental and community impact of eco-tourism initiatives.
<b>4</b>	Explore planning, policy, and management practices in eco-tourism.
<b>5</b>	Promote responsible travel behaviour and support community-based eco-tourism models.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Define and explain core concepts and types of eco-tourism.	U1
<b>CO 2</b>	Identify major eco-tourism destinations in India and globally with their ecological significance.	U2
<b>CO 3</b>	Evaluate the environmental, cultural, and economic impacts of eco-tourism practices.	U3
<b>CO 4</b>	Concept of national and international agencies	U4
<b>CO 5</b>	Develop eco-tourism itineraries and promote responsible travel through case-based learning.	U5

**Learning Outcome/Skills:**

Upon completion of this course, students will be able to understand the fundamental concepts, trends, and principles of eco-tourism, and differentiate it from mass tourism while evaluating its environmental and socio-cultural impacts. They will be equipped to identify various ecotourism resources and destinations, both in India and internationally, through case studies. Learners will analyze the role of community participation, stakeholder engagement, and carrying capacity in sustainable tourism development. They will gain insight into the contributions of national and international organizations such as UNWTO, TIES, UNDP, and WWF in promoting eco-friendly tourism. Additionally, students will comprehend guidelines for planning and implementing responsible and alternative tourism practices, ensuring eco-friendly facilities and the inclusion of government, developers, visitors, and host communities in maintaining sustainability.

<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>13</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>17</b>	<b>25</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>13</b>	<b>10</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>15</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>17</b>	<b>25</b>	<b>1,2,3</b>	<b>NA</b>
	<b>75</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BBATTMC701</b>	
<b>Course:</b>	<b>Eco-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>Introduction to Eco-Tourism</b> Definition, Trends and function of ecotourism, Key principles and objectives Mass Tourism Vs Eco tourist, Ecotourism Activities & Impacts Typology of Eco-tourists, Key steps to maintain tourism Eco-Friendly	<b>13</b>
<b>Unit-II</b>	<b>Eco-Tourism Resources and Destinations</b> Natural resources: national parks, wildlife sanctuaries, biosphere reserves, Tiger reserves, Wetlands, Coral reefs, Desert ecotourism Major eco-tourism destinations in India Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderbans Eco tourism Project, Corbett National park, Kruger national park, South Africa	<b>17</b>
<b>Unit-III</b>	<b>Socio-Cultural Impacts and participation of host community</b> Positive and negative impacts of eco-tourism Carrying capacity- concept, types, impacts in destination Stakeholder Engagement - Community Participation -Types of Participation	<b>13</b>
<b>Unit-IV</b>	<b>Role of National and International Agencies</b> Ecotourism Development Agencies- Role of the International Ecotourism Society – the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India	<b>15</b>
<b>Unit-V</b>	<b>Guidelines for ecotourism development</b> (Alternative & Responsible Tourism ) Ecotourism development - Sustainable Ecotourism. Resource Management, Socio-economic Development, Planning and Implementation. Eco-friendly Facilities and Amenities. Alternative Tourism & Responsible ecotourism- Ecotourism Programming Guidelines for ecotourism development for— ---- Government ---- Developers and operators ---- Visitors ---- Host population Eco safe practices	<b>17</b>
<b>Total:</b>		<b>75</b>



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<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	<b>"Ecotourism Development in India: Communities, Capital and Conservation"</b>	M. Reddy <i>Publisher: Cambridge Scholars Publishing</i>
2	<b>"Eco-Tourism and Sustainable Development"</b>	Dr. A.K. Bhattacharya <i>Publisher: Kanishka Publishers, India</i>
3	<b>"Ecotourism"</b>	David Weaver <i>Publisher: Wiley</i>
4	<b>"Sustainable Tourism: Theory and Practice"</b>	T. Weaver <i>Publisher: Routledge</i>
5	<b>"Nature Tourism: Managing for the Environment,</b>	Martha Honey & Donald E. Hawkins <i>Publisher: Island Press</i>

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<b>Course: Tour Package Operations</b>	
<b>Course code: BBATTMC702</b>	<b>Semester: VII</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>	Understand the concept and structure of tour packages in the travel and tourism industry.
<b>2</b>	Learn the types of packages, pricing strategies, and components involved in package creation.
<b>3</b>	Acquire skills in designing and operating domestic and international tour packages.
<b>4</b>	Understand the role of tour operators, travel agents, and suppliers in package execution.
<b>5</b>	Gain insights into documentation, legalities, and quality management in package operations.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Define and differentiate various types of tour packages and their components.	U1
<b>CO 2</b>	Explain the roles and responsibilities of stakeholders in the package tour ecosystem.	U2
<b>CO 3</b>	Develop cost-effective and customer-centric domestic and international tour packages.	U3
<b>CO 4</b>	Apply operational procedures, pricing strategies, and vendor coordination in package execution.	U4
<b>CO 5</b>	Evaluate legal, logistical, and quality aspects in the successful delivery of tour packages.	U5

**Learning Outcome/Skills:**

Upon successful completion of this course, students will be able to understand the fundamentals of tour package operations, including the definition, types, components, and design process of tour packages, as well as the advantages and limitations of tailor-made tours. They will develop the ability to plan and evaluate product-oriented and special interest tours, identify major tourist circuits in India, and prepare suitable itineraries for inbound, outbound, and domestic travel. Learners will gain practical skills in calculating tour costs, preparing cost sheets, quotations, and applying pricing strategies, commissions, and service charges. They will also be equipped to handle essential tour operation documentation such as hotel and airline vouchers, pax dockets, AGT statements, and understand the importance of communication and credit cards in reservation and cancellation processes. Additionally, students will comprehend the roles, responsibilities, and professional conduct expected from tour guides and escorts, enhancing their ability to manage and deliver quality travel experiences.

<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>13</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>12</b>	<b>15</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>17</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>18</b>	<b>25</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>15</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>75</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BBATTMC702</b>	
<b>Course:</b>	<b>Tour Package Operations</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>Introduction to Tour Package Operations</b> Definition, Types and forms of package tours Components of a tour package Factors influence in tour package designing Steps in tour package designing Advantages and limitations of tailor-made tour packages	<b>13</b>
<b>Unit-II</b>	<b>Product-Oriented Package Tours and Special Interest Tours</b> Overview of product-oriented package tours Special interest tours and their significance Tourist circuits -concept, major circuit tours in India	<b>17</b>
<b>Unit-III</b>	<b>Itinerary Preparation</b> Itinerary preparation for inbound, outbound, domestic and common interest tours. Factors affecting in tour costs Components of tour costs- Tour cost sheet- Confidential tariff- Pricing of tour- Different Do's and don'ts of itinerary preparations Costing of tour packages, pricing strategies Preparing quotation, Commissions, markup, service charges, and other remuneration for tour operations	<b>12</b>
<b>Unit-IV</b>	<b>Tour Operation Documentation</b> Hotel and airline vouchers Pax docket and daily sales record AGT statements Communication for reservation and cancellation Importance and significance of credit cards in tour operations	<b>18</b>
<b>Unit-V</b>	<b>Tour Guiding and Escorts</b> Definition, role and qualities of a tour guide Definition, Functions and responsibilities of a tour escort Code of conduct for tour guides and escorts	<b>15</b>
	<b>Total:</b>	<b>75</b>

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**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	<b>"Tourism Operations and Management"</b>	Sunetra Roday, Archana Biwal & Vandana Joshi  <b>Publisher:</b> Oxford University Press (India)
2	<b>"Travel Agency and Tour Operations: Concepts and Principles"</b>	Jagmohan Negi  <b>Publisher:</b> Kanishka Publishers, India
3	<b>"Tour Packaging and Operation Management"</b>	Jitendra Mohan Mishra  <b>Publisher:</b> Wisdom Publications
4	<b>"Travel and Tour Operations: Concepts and Principles"</b>	A.K. Bhatia  <b>Publisher:</b> Sterling Publishers
5	<b>"The Business of Tourism"</b>	Chris Cooper, John Fletcher, Alan Fyall, David Gilbert & Stephen Wanhill  <b>Publisher:</b> Pearson Education

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<b>Course: Research Methodology</b>	
<b>Course Code: BBATTMCR703</b>	<b>Semester: VII</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
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

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	Understand the fundamental principles of research and its significance in tourism management.	
<b>2</b>	Learn various research designs, methodologies, and data collection techniques.	
<b>3</b>	Develop skills in analysing and interpreting research data.	
<b>4</b>	Apply research tools for solving real-world problems in tourism organizations.	
<b>5</b>	Prepare and present research findings in an academic and professional manner.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Explain the core principles and purpose of research in the context of tourism management.	U1
<b>CO 2</b>	Identify and differentiate among various research designs, methods, and data collection tools used in tourism research.	U2
<b>CO 3</b>	Demonstrate the ability to analyse, interpret, and draw insights from quantitative and qualitative tourism data.	U3

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<b>CO 4</b>	Apply appropriate research methodologies to address operational or strategic challenges in tourism organizations.	U4
<b>CO 5</b>	Compile, structure, and present research findings in a professional report or presentation format adhering to academic standards.	U5

**Learning Outcome/Skills:**

Upon completing this course, learners will gain a comprehensive understanding of the fundamentals of research, including its meaning, types, scope, and significance. They will be equipped to identify and formulate research problems, set clear objectives, and differentiate between research methods and methodology. The course covers various research designs, their key components, and the stages of the research process. Learners will understand the principles of data collection, including primary and secondary data sources, and develop skills in survey techniques, questionnaire design, and sampling procedures. They will acquire knowledge of data analysis tools such as frequency distribution, measures of central tendency and variation, correlation and regression analysis, and probability concepts including Bayes' theorem. The course also introduces hypothesis testing, covering both parametric and non-parametric methods like F-test and Chi-square test. Finally, students will learn to organize and present their findings effectively through structured research report writing.

<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>12</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>10</b>	<b>15</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>14</b>	<b>30</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>10</b>	<b>15</b>	<b>1,2,3</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BBATTMC703</b>	
<b>Course:</b>	<b>Research Methodology</b>	<b>Credits: 4.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Research</b>  Research: Meaning, Types, Scope and. Significance Guiding Principles in Selection of Research Problem; Research Objectives and Approaches Research Process and Criteria of Good Research; Research Method vis a vis Methodology Research Design – Meaning, Need, Typologies and, Key Components	<b>12</b>
<b>Unit-II</b>	<b>Data Collection, Survey and Sampling</b>  Data: Meaning, Nature, Types and Sources; Methods of Collecting Secondary Data  Surveys – Definition, Purpose and Scope; Survey Techniques and their Limitations.  Questionnaires and Schedules – Definition and Differentiation; Types of  Questionnaires; Salient Features of an Effective Questionnaire  Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting appropriate sampling Procedure	<b>10</b>
<b>Unit-III</b>	<b>Data Analysis – Tools and Techniques</b>  Frequency Distribution: Meaning; Problems and Considerations in constructing numerical frequency distributions.  Measures of Central Tendency and variation Correction and Regression analysis  Probability and Probability Distributions: Probability: Meaning; Definition; Sample space and sample points  Conditional Probability; Bayes Theorem and probability on large samples space	<b>14</b>
<b>Unit-IV</b>	<b>Hypothesis Testing</b>  Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance	<b>14</b>



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<b>Unit-V</b>	<b>Parametric and Non-Parametric Testing</b>	<b>10</b>
	F Test and Chi-Square Test.	
	Preparation of Research Report	
	<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	<b>"Research Methodology: Methods and Techniques"</b>	C.R. Kothari & Gaurav Garg
2	<b>"Business Research Methods"</b>	Donald R. Cooper & Pamela S. Schindler <b>Publisher:</b> McGraw Hill
3	<b>"Research Methods for Leisure, Recreation, and Tourism"</b>	Ercan Sirakaya-Turk and Muzaffer Uysal